

Competitor Group and Synchrony Financial Are Running Together with Rock 'n' Roll Marathon Series National Sponsorship

Agreement includes title sponsorship of Synchrony Financial Rock 'n' Roll Brooklyn Half Marathon and Runner Tracking

STAMFORD, Conn. & SAN DIEGO--(BUSINESS WIRE)-- Competitor Group, Inc. (CGI), the organizer of the Rock 'n' Roll Marathon Series, and Synchrony Financial (NYSE:[SYF](#)), a premier consumer financial services company, today announced a multi-year partnership. The pioneering consumer financial services company is now a national sponsor of the Rock 'n' Roll Marathon Series, the title sponsor of the Synchrony Financial Rock 'n' Roll Brooklyn Half Marathon and the presenting sponsor of Runner Tracking.

This Smart News Release features multimedia. View the full release here:

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As part of Synchrony Financial's efforts to help participants realize their unique ambitions, the multi-year agreement integrates the company throughout the Rock 'n' Roll Marathon Series. In addition to the title sponsorship of the Synchrony Financial Rock 'n' Roll Brooklyn Half Marathon, it will have dedicated marketing and hospitality opportunities at Rock 'n' Roll events nationwide. Synchrony Financial also becomes the Presenting Sponsor of Runner Tracking, providing live mobile updates for family and friends to track runners at every Rock 'n' Roll event.

"As a leading consumer financial institution looking to empower others, we are delighted to provide Synchrony Financial a fully integrated sports marketing platform to engage with runners and spectators across the United States," said Josh Furlow, president of CGI. "We look forward to collaborating on new and innovative event experiences as they activate broadly across the Rock 'n' Roll Marathon Series and showcase their commitment to improving the success and wellness of every life they touch."

"Our company recognizes that each individual has unique ambitions, whether working forward to finishing their first race or setting a new personal best, and our Rock 'n' Roll Marathon Series sponsorship enables us to engage our employees and race participants with events in 2016 and beyond," said Bart Schaller, chief marketing officer of Synchrony Financial. "Integrating our 'Synchrony Rocks' programs with the Series builds on our Health 360 initiative, which encourages healthy choices and physical activity to support the health and wellness of our employees."

The Synchrony Financial Rock 'n' Roll Brooklyn Half Marathon kicks off on Saturday, Oct. 8,

2016. With Synchrony Financial's headquarters in nearby Stamford, Conn., and 17,500 runners expected, the event will be a celebration of the community. It features a new course starting at the iconic Brooklyn Art Museum and finishing in Prospect Park. It is one of the only running events to exclusively close major streets and landmarks in New York City's most populous borough.

As presenting sponsor of Runner Tracking, Synchrony Financial is happy to help keep families and friends updated on their runners' journey through each Rock 'n' Roll Half Marathon. With quick and easy Runner Tracking registration, fans can spend less time signing up for the service, and more time cheering their athlete on.

The Rock 'n' Roll Marathon Series is known for an unparalleled participant experience, which fills miles of roads with music and entertainment at 30 destination events around the world every year. Starting with an interactive Health & Fitness Expo, the participant experience at a Rock 'n' Roll weekend is second to none.

For more details or to register, go to RunRocknRoll.com/Brooklyn. Further information about the 2016 Rock 'n' Roll Marathon Series can be found online at RunRocknRoll.com or follow [@RunRocknRoll](https://twitter.com/RunRocknRoll) on Twitter.

About Synchrony Financial

Synchrony Financial (NYSE:[SYF](#)) is one of the nation's premier consumer financial services companies. Our roots in consumer finance trace back to 1932, and today we are the largest provider of private label credit cards in the United States based on purchase volume and receivables.* We provide a range of credit products through programs we have established with a diverse group of national and regional retailers, local merchants, manufacturers, buying groups, industry associations and healthcare service providers to help generate growth for our partners and offer financial flexibility to our customers. Through our partners' over 350,000 locations across the United States and Canada, and their websites and mobile applications, we offer our customers a variety of credit products to finance the purchase of goods and services. Synchrony Financial offers private label and co-branded Dual Card™ credit cards, promotional financing and installment lending, loyalty programs and FDIC-insured savings products through Synchrony Bank. More information can be found at www.synchronyfinancial.com, facebook.com/SynchronyFinancial, www.linkedin.com/company/synchrony-financial and twitter.com/SYFNews.

*Source: The Nilson Report (May 2016, Issue # 1087) - based on 2015 data.

About the Rock 'n' Roll Marathon Series

Operated by Competitor Group, the Rock 'n' Roll Marathon Series is the 'World's Largest Running Series' with more than 600,000 runners taking part in 30 destination events around the world every year. Established in 1998, Rock 'n' Roll Marathon Series' simple idea of making running fun has transformed the U.S. running landscape by infusing the course with live bands, cheer teams and entertaining water stations, creating a block-party atmosphere for participants and spectators alike.

Over the 19-year history of the Rock 'n' Roll Marathon Series, charity partners have raised more than \$310 million through the events for a variety of worthy causes. Race weekend

kicks off with a free Health & Fitness Expo showcasing the latest in running gear, sports apparel, health and nutritional information and much more. Events culminate with an entertaining finish line festival and Toyota Concert Series featuring some of the biggest names in music, with past headliners including Macklemore & Ryan Lewis, Aloe Blacc, Pitbull, FloRida and Bret Michaels. For more information, please visit RunRocknRoll.com or follow [@RunRocknRoll](https://twitter.com/RunRocknRoll) on Twitter.

About Competitor Group

Headquartered in San Diego, Calif., Competitor Group, Inc. (CGI) is the active lifestyle industry's leading media and event entertainment company. CGI's portfolio of media brands span the full range of the endurance sports industry including *VeloNews*, *Triathlete*, *Women's Running* and *Competitor* with a combined monthly circulation of over 700,000. CGI owns and operates 38 events around the world, including the flagship Rock 'n' Roll Marathon Series, the TriRock Triathlon Series and Events DC Nation's Triathlon, collectively delivering more than 600,000 professional and amateur participants in 2015/2016. The race services division of CGI, Race IT is the second largest provider of online registration solutions to endurance event organizers around the world. Further information about CGI and its digital, publishing and event entertainment properties can be found at CompetitorGroup.com.

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